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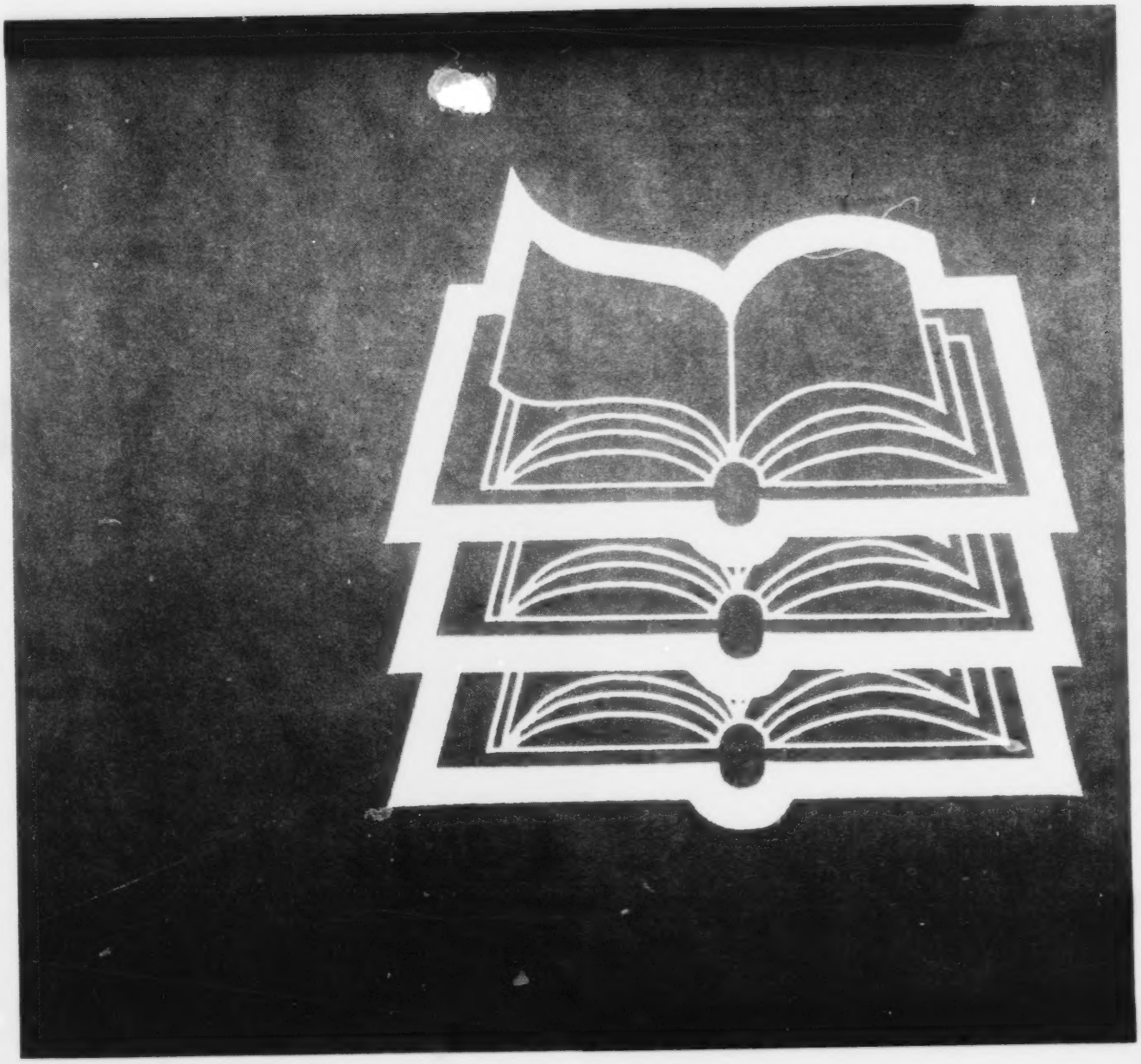
Fundraising for Libraries



FUNDRAISING FOR LIBRARIES

A BIBLIOGRAPHY

Saskatchewan Education
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INTRODUCTION

This selected bibliography lists materials on obtaining funds from non-government sources. The materials are arranged alphabetically by author or main entry. Materials from both the Library Science collection and the Provincial Library's general collection are included.

All materials are available from the Provincial Library through interlibrary loan. Please give complete information when requesting items.

For further information, a subject request can be submitted, indicate specific needs.

Florence Duesterbeck
Ved Arora
Bibliographic Services Section
Professional Services Branch
Provincial Library

1. "Alternate funding sources, column. "THE BOTTOM LINE. In each issue.

   A good source of information on fundraising. Some specific articles are listed separately in this bibliography.

2. AN APPROACH TO FUND RAISING. Edmonton: Alberta Culture. c 198-?. 32 p.

   How and who to approach in the public and private sector for financial assistance. Private sector includes any business, club, corporation, foundation or organization not controlled or funded by a government agency. Includes a bibliography.

   PB vertical file

3. Archer, Leonard B. "Fund raising for public libraries. "WISCONSIN LIBRARY BULLETIN. 79(4). Winter 1984. p. 117-120.

   Setting up a private endowment program for alternate library funding. Discusses various types of donations from individuals.

4. Berry, John. "The fundraising trap. "LIBRARY JOURNAL. 111(11). June 15, 1986. p. 4.

   Discusses the place of fundraising in respect to the libraries over-all funding.

5. Bob, Murry L. "Confessions of a grantsperson." LIBRARY JOURNAL. 113(11). June 15, 1988. p. 26-29.

   Discusses thirteen hypothetical questions that might be asked by a foundation of the grant applicant or by the latter of themselves during the course of the grant application process.

6. Bonnell, Pamela G. FUND RAISING FOR THE SMALL LIBRARY. Chicago, Ill.: American Library Association, 1983. 9 p.

   Covers developing a case of need, leadership, volunteers, the campaign, planning, constituents, solicitation, special events, volunteer training, and wrap-up.

   PB 025.11 Bon

7. BOOSTING THE BUDGET: HOW TO RAISE FUNDS. (Sound cassette). Chicago, Ill.: American Library Association, 1981. 120 min.

   AV PB 025.11 Boo

8. Boss, Richard W. GRANT MONEY AND HOW TO GET IT: A HANDBOOK FOR LIBRARIANS. New York: R. R. Bowker, 1980. 138 p.

   Goes step by step through the grant process, beginning with sources of funds up to the proposal submission. Includes chapters delineating goals and objectives and the documentation needed to support such goals and the role of the grant co-ordinator.

   PB 025.11 Bos

9. Clark, Charlene. "Private support for public purposes: library fund raising. "WILSON LIBRARY BULLETIN. 60(6). February 1986. p. 18-21.

   Discusses the employment of a development officer, friends groups and a development council to manage fundraising. Also covers public relations materials, endowments, donor recognition, strategy, and resources.

10. Clay, Edwin S. "Fundraising by strategic design. "THE BOTTOM LINE. 1(3). 1987. p. 25-27.

    Discusses why and when a library should turn to the private sector for support; and how planning is an essential tool in making fundraising decisions.

11. Corry, Emmett. GRANTS FOR LIBRARIES: A GUIDE TO PUBLIC AND PRIVATE FUNDING PROGRAMS AND PROPOSAL WRITING TECHNIQUES. 2nd edition. Littleton, Colo.: Libraries Unlimited, 1986. 343 p.

    Includes chapters on writing the effective grant proposal and the library funding campaign.

    PB 021.83 Cor

12. Davis, Maribelle. "Corporate philanthropy and libraries: will the private sector respond to federal cutbacks?" PUBLIC LIBRARY QUARTERLY. 6(2). Summer, 1985. p. 15-26.

    Gives an overview of corporate philanthropy and its relationship to libraries. Indicates what types of corporations may fund library programs or projects.

13. DiMattia, Susan S. "Corporations and library fundraising. "LIBRARY JOURNAL. 109(2). February 1, 1984. p. 139-145.

    Discusses why corporations give, who gives to whom, planning fundraising campaigns, and strategic planning pointers.

14. Dinerman, Gloria. "Open to the public". THE BOTTOM LINE. 1(3). 1987. p 37-38.

    Discusses investing library funds in new issues, as a way of fundraising.

15. Dinerman, Gloria. "Why libraries don't invest... and why they should". THE BOTTOM LINE. 1(1). 1987. p 41-43.

    Dispels some myths about investment in the securities market as a way of fundraising. Discusses fear of a market crash; lack of money; lack of time; questions of legality; library boards opposed to investing,... and fear of a library emergency.

16. Dunlop, Donna V. "Corporate philanthropy." THE BOTTOM LINE. Charter issue. 1986. p 35-37.

    Discusses how to proceed in obtaining funding from small and large private corporations; which corporations to approach and for how much; and can or should non profit organizations approach corporate donors.

17. FACILITIES FUNDING FINESSE: PROCEEDINGS OF THE ALA NEW YORK CONFERENCE PROGRAM: FINANCING AND PROMOTION OF PUBLIC LIBRARY FACILITIES. Edited by Richard Bittall. Chicago, Ill.: American Library Association. 1982. 40 p.

    Includes chapters on private sources of funds and public relations. Some case studies are given. Emphasis on creating a well-defined plan, identifying supporters, considering political aspects, and employing an enthusiastic approach.

    PB 021.83 Fac

18. Flanagan, Joan. THE GRASS ROOTS FUNDRAISING BOOK: HOW TO RAISE MONEY IN YOUR COMMUNITY. Chicago: Swallow Press, c1977. 219 p.

    For urban and rural areas. How-to information which includes a detailed analysis on choosing the event that is potentially most profitable; what steps should be taken and who should do it. Includes how-to's for small fundraisers such as book/plant sales to large ones such as dinners, as well as ongoing fundraisers such as bingos, businesses, corporate giving, and direct mail.

    361.7 Fla

19. Fleming, Peter and Nancy Larmer. "Fundraising for your organization." FACTSHEET (ONTARIO. MINISTRY OF AGRICULTURE AND FOOD). No. 88-011. January, 1988. 4 p.

    Lists the pros and cons of the various methods of fundraising. Outlines factors to take into consideration when developing your fundraising strategy.

    RS and PB vertical file

20. Freeman, Stephen. "Fundraising as you go along: the St. Louis Experience." LIBRARY JOURNAL. 111(11), June 15, 1986. p. 32-35.

    A case study. Planning and good intentions are not sufficient to insure a smooth campaign. A campaign can improve the image of the library and increase support for the library.

21. Freiser, Leonard H. "Fundraising and the meaning of public support." LIBRARY JOURNAL. 110(11). June 15, 1985. P. 29-31.

    A case study of a successful fundraising campaign. It also increased support for the library and involved both users and non-users.

22. FUNDING: ALTERNATIVES FOR LIBRARIES. Edited by Patricia Senn Breivik and E. Burr Gibson. Chicago, Ill.: American Library Association, 1979. 174 p.

    Discusses the planning process - how to decide on funding alternatives and prepare to pursue them - and outlines various approaches in-depth. These include annual and capital campaigns, direct mail solicitation, special events, and foundation funding. Case studies are given.

    PB 025.11 Fun

23. FUNDRAISING FOR NONPROFIT INSTITUTIONS. Edited by Sandy F. Dolnick. Greenwich, Conn.: JAI Press, c1987.

    Provides information on marketing, community assessment, foundations, retail business, volunteers and friends. Includes case histories for libraries.

    658.1522 Fun

24. Gaby, Patricia and Daniel M. Gaby. NONPROFIT ORGANIZATION HANDBOOK: A GUIDE TO FUNDRAISING, GRANTS, LOBBYING, MEMBERSHIP BUILDING, PUBLICITY AND PUBLIC RELATIONS. Englewood Cliffs, N.J.: Prentice-Hall, 1979.

    Covers all aspects of fundraising. Includes grants,, major gift campaigns, special events, mailings, volunteer training and supervision, and public relations.

    361.7 Gab

25. Gertzog, Alice. "Gathering grants: financial boom or bust?" THE BOTTOM LINE. Charter issue. 1986. p. 17-20.

    Discuss the problem of loosing regular sources of funding, when the library receives private sector grants, and unpredictable source of funds. Gives some guidelines for avoiding the hazards.

26. "Gifts and donations for the library [from the Jamesville Public Library Administrative guidelines]." THE UNABASHED LIBRARIAN. No. 60, 1986. p. 27-29.

    Describes one library's policy for handling donations, once they have been received.

27. Grasty, William K. and Kenneth G. Sheinkoph. SUCCESSFUL FUNDRAISING: A HANDBOOK OF PROVEN STRATEGIES AND TECHNIQUES. New York: C. Scribner's Sons, 1982. 318 p.

    Describes two major structures, the annual fund and the gift club. Provides outlines for planning and implementing telephone and direct mail campaigns, special events, and public relations programs. Also discusses deferred giving, foundation support, and capital campaigns.

    658.1522 Gra

28. Kirby, Christine L. "Automation funding for libraries." INFORMATION REPORTS AND BIBLIOGRAPHIES. 15(3) 1986. p. 15-16.

    Discusses why grant proposals are accepted or rejected and how much money should be requested.

29. Lefferts, Robert. GETTING A GRANT IN THE 1980'S: HOW TO WRITE SUCCESSFUL GRANT PROPOSALS. Englewood Cliffs, N.J.: Prentice-Hall, 1982. 168 p.

    Guidelines for preparing, writing and presenting proposals for grants.

    361.7 Leff

30. LIBRARIES: GETTING INTO THE PHILANTHROPIC THICK OF THINGS. Washington, D.C.: The Taft Group, 1988. 16 p.

Various articles on obtaining private and corporate funding. Includes library foundations, planned giving programs, estate bequests, borrowing a corporate executive, how to attract corporate support, non-monitory gifts.

IN PROCESS

31. LIBRARY FUND-RAISING: VITAL MARGIN FOR EXCELLENCE. Edited by Sul H. Lee. Ann Arbor, Mich.: Pierian Press, 1984. 72 p.

Discusses Friends groups, challenge grants, trust funds and development officers. The final chapter includes a kit of checklists, sample forms, letters, etc.

PB 025.11 Lib

32. Lord, James Gregory. PHILANTHROPY AND MARKETING: NEW STRATEGIES FOR FUND RAISING. Cleveland, Ohio: Third Sector Press, 1981.

Stresses that the marketing of the organization to its donor community is important. Covers tools of marketing, market planning and research, motivating donors and making a winning case.

361.7 Lor

33. Lord, James Gregory. THE RAISING OF MONEY: THIRTY-FIVE ESSENTIALS EVERY TRUSTEE SHOULD KNOW. Cleveland, Ohio: Third Sector Press, 1985. 128 p.

Discussion covers the major points in logical order, from assessing institutional "needs" and community desires to writing the case statement; from getting people involved to planning strategy; from setting goals to following through the campaign.

361.7 Lor

34. Lynch, Mary Jo. NON-TAX SOURCES OF REVENUE FOR PUBLIC LIBRARIES. Chicago, Ill.: American Library Association, 1988. 32 p.

    Gives results of a 1987 questionnaire sent to a random sample of public libraries of various sizes. One section of the questionnaire asked about receipts from fundraising and financial development in nine categories.

    IN PROCESS

35. Malus, Susan. "A special way to remember someone special: the Brooklyn Public Library's new book plate program." THE UNABASHED LIBRARIAN. No. 56. 1985. p. 19.

    Describes a program for solicitating donations which raised over $13,000.00 the first year.

36. McGovern, Gail. "Community foundations." THE BOTTOM LINE. 1(2). 1987. p. 31-32.

    Suggests approaching local community foundations should be one of the first avenues, when seeking alternative sources of funding.

37. McGovern, Gail. "Direct mail campaigns." THE BOTTOM LINE. 1(1). 1987. p. 35-37.

    Discusses the use of direct mail campaigns to solicit donations for the library. Includes compiling a list of potential donors, designing your direct mail package, time-tables, acknowledgements, and testing.

38. McGovern, Gail. "How to deal with rejection...and improve your grant success rate at the same time." THE BOTTOM LINE. 2(2). 1988. p. 28-29.

39. McGovern, Gail. "The inside track: what the experts say about seeking alternate funding." THE BOTTOM LINE. 1(4). 1987. p. 30-31.

    Gives the best philosophical and practical hints from the author's journal reading, on fundraising, grantmanship, non profit management and philanthropy. Lists the libraries that have successfully put these ideas into practice, as well as naming various non-library journals devoted to the subject.

40. McGovern, Gail. "Local fund raising: demonstrating the value of libraries." THE BOTTOM LINE. 1(3). 1987. p. 32-33.

    Discusses how to prepare and plan for fundraising.

41. McGovern, Gail. "Making the most out of staff assistance." THE BOTTOM LINE. 2(1). 1988. p. 31.

    Discusses making direct contact with a staff member at a granting organization in order to obtain information for use in a successful grant application.

42. Moran, Irene E. "Writing a winning grant proposal." THE BOTTOM LINE. 1(2). 1987. p. 13-17.

    Outlines how to identify which library activities have funding potential; finding an appropriate source for funding; writing the proposal; questions grantmakers ask; and follow up after the grant is received.

43. Oster, Gary. "Local business may have money for the asking". AMERICAN LIBRARIES. 11(6). June, 1980. p. 373-377.

    How to approach local businesses for donations.

44. Peterson, Lorna. FUND RAISING FOR LIBRARIES: A SELECTIVE BIBLIOGRAPHY. Monticello, Ill.: Vance Bibliographies, 1985. 7 p.

    Lists pre-July, 1985 materials on fundraising, with a large portion of references about grants.

PB vertical file

45. Reidell, Mark. "The joy of staging special events." THE BOTTOM LINE. 1(4). 1987. p. 21-24.

Points out why some special events for fundraising fail. Gives questions you should answer before deciding to hold a special event. Lists ten preferred special events. Outlines ways you can increase the success of your event. Lists ten reasons why people give to the library.

46. Stolper, Carolyn and Karen Brooks Hopkins. SUCCESSFUL FUNDRAISING FOR ARTS AND CULTURAL ORGANIZATIONS. Phoenix, Arizona: Oryx Press, 1989. 224 p.

Discusses various types of fundraising, such as telemarketing; writing proposals; soliciting individuals, foundations, businesses and government agencies.

ON ORDER

47. VanNatten, Janet. "Are fundraising feasibility studies feasible?" THE UNABASHED LIBRARIAN. No. 59. 1986. p. 19-20.

Points to be considered prior to starting a fundraising campaign.

48. Walters, Suzanne. "Funding strategies for survival." THE BOTTOM LINE. 1(3). 1987. p. 4-5.

Describes Denver Public Library's strategy for expanding their funding base to include funds from the private sector, as well as raising the library's profile in the community.

49. WINNING THE MONEY GAME: A GUIDE TO COMMUNITY-BASED LIBRARY FUNDRAISING. The Baker & Taylor Co.New York: Baker & Taylor, 1979.

Examines various fundraising efforts, pointing out that what ever direction funding efforts take, none will succeed if the community is not involved. Case histories are included.

PB 021.83 Bak

50. Woolls, Blanche. GRANT PROPOSAL WRITING: A HANDBOOK FOR SCHOOL LIBRARY MEDIA SPECIALISTS. New York: Greenwood Press, 1986. 131 p.

    Not limited to school library media specialists. Covers developing an idea, finding a funding source, writing and submitting a proposal, and managing a funded project.

    PB 027.8 Woo

51. Young, Joyce. FUNDRAISING FOR NON-PROFIT GROUPS: HOW TO GET MONEY FROM CORPORATIONS, FOUNDATIONS, AND GOVERNMENTS. 2nd edition. Vancouver: International Self-Counsel Press, 1981. 102 p.

    A guide for groups that need to raise between $3000 to one million dollars annually. Includes fundraisers which raise a lot of money for the effort put into them, such as grants from corporations and foundations and direct mailings. Has a chapter on fundraising in smaller communities.

    361.7 You

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